



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING MINUTES March 2, 2011**

#### **Board of Directors**

Eric Bender, Robert Cushman, Kathy Faulk, Joseph Flueckiger, Steve Hathaway, Anne Peaks, Peklar Pilavjian, Carol E. Schatz, Patrick Spillane, Daniel B. Swartz (via conference call), Cindy Troesh, Susann Ventzke. Cari Wolk, Josh Wrobel (via conference call)

#### **Absent**

Sonny Astani, Barbara Bundy, David Damus, Frank Frallicciardi, Robert Hanasab, Kent Handleman, Sandy Nam, Colin Shepherd, Peter Zen

#### **Staff**

Hal Bastian, Karen Boyle, Gennia Cui, Jacob Holloway, Connie Hwang, Aleeza Miller, Ken Nakano, Alexander Stettinski, Justin Weiss

#### **CALL TO ORDER**

Spillane called the meeting to order at 8:09 a.m. with a quorum.

#### **APPROVAL OF MINUTES**

A motion was made, seconded, and approved to accept the minutes from the Board meeting on January 5, 2011.

#### **PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS**

Spillane opened the meeting to the public for comments, in which there were none.

#### **PRESIDENT'S REPORT**

Schatz reported:

The LA Art Show was on January 19-23 at the Convention Center. The DCBID promoted the event through the Downtown Guides and through the eNewsletters and newsflashes.

The DCBID supported dineLA in January by printing collateral featuring the Downtown restaurants that participated, and distributed the material through the Downtown Guides and through the eNewsletter and newsflashes.

The Downtown Demographic Survey went live on March 1. The survey will be open through March, analysis made be made through April, and the results will be printed in May.

The 7<sup>th</sup> Street retail recruitment is ongoing, with a great deal of outreach. Schatz believes that the opening of Target will spur great interest in 7<sup>th</sup> Street.

DCBID staff has met with the Historic Downtown Business Improvement District regarding nonpayment of invoices. Since then, HDBID has started paying past due invoices. There is an amount in dispute, and Schatz believes it will be resolved the following week. Schatz thanked Peklar Pilavjian for his assistance.

CCA and DCBID have not taken a formal position regarding the proposed streetcar. Schatz would like to meet with the largest property owners to determine whether they would like the project to move forward, as a substantial assessment will be involved. The proposed streetcar assessment would be imposed around the same time as the DCBID renewal. Schatz will be inviting the 30 largest property owners to meet, discuss the proposed route and assessment, and get feedback regarding support or opposition. The meeting will be on March 24, 2011 at 8:00 a.m. A brief discussion regarding potential consequences of the streetcar commenced, and will be continued at the meeting on March 24.

The first DCBID Renewal Committee meeting will be on March 9, 2011, at 8:00 a.m. The issues to be discussed include term length, possible boundary changes, and an assessment increase. .

## **COMMITTEE REPORTS**

### **OPERATIONS**

Nakano reported:

There has been an uptick across the board for calls for service, quality of life issues, misdemeanors events, and felony incidents. However, the area is still the best as far as crime statistics for Central Division and LAPD, but it is unusual to see an increase in January. The biggest problem right now is along the 5<sup>th</sup> Street and Hill Street corridors, due to personal thefts and bicycle thefts. To combat this, the DCBID is putting foot patrols along 5<sup>th</sup> Street during peak hours, and will do a dedicated foot beat during the day on Hill Street, from 3<sup>rd</sup> Street to 7<sup>th</sup> Street.

The two new vehicles approved by the Board have been deployed. The machine has increased productivity and effectively allowed the DCBID to re-adjust deployment to put more sweepers in the higher traffic areas. The machines will be painted purple and adorned with the DCBID logos.

Alex Connedy filled the open position for the maintenance part of the BID ACTION team. The DCBID continues to work with LAHSA and its Emergency Response Team to give service options to the chronically homeless.

There will be a large demonstration on March 26 by the labor unions, who are having their convention at that time. Between 8,000 and 10,000 people are expected at the rally on Pico and Figueroa, and they will be marching from there to 9<sup>th</sup> Street, where they will stop at Ralph's, and after two additional stops, they will complete their rally at Pershing Square. A full deployment will be on hand to support the properties in the district.

The DCBID is working with Red Bull and Jive Live Entertainment for the Soap Box Derby, which will take place on May 21. The planned route will go down Grand Avenue, turning left on 5<sup>th</sup> Street. Anticipated attendance is approximately 200,000 people. The DCBID is working to ensure that they meet with all property owners in the area, and the DCBID will supply the maintenance crew and some security for the event.

Fiesta Broadway wants to contract the Maintenance team of the DCBID. Jive Live is running the event this year, and it will run from 1<sup>st</sup> Street to 4<sup>th</sup> Street and Broadway to Main Street.

## **MARKETING**

Stettinski reported:

The 2010 Holiday Top Ten campaign was very successful. There were over 67,000 views of the Holiday landing page on the website, which is an increase of 30 percent from last year. Stettinski thanked Kathy Faulk and Steve Hathaway for participating in the hotel package giveaway. Almost 1,500 people entered to win one of the five hotel packages. Approximately 500 of these people opted in to receive the e-newsletter.

The Valentine's Day campaign was very successful, with over 11,000 page views, and most of the restaurants in Downtown were sold out. The ABC television news station interviewed DCBID staff to promote the campaign and advertise what Downtown's draws are. The page views are up 54 percent from last year.

The website continues to be updated with new features, including live movie listings for Downtown, a Facebook "Like" button next to calendar listings. The smart phone app is still under construction.

Stettinski was asked to be on the advisory board for goodla.com, which focuses on lifestyle, with a focus on sustainability. Stettinski submitted BIDs and Downtown Guides as "smart solutions for city problems."

The Annual Report is in progress.

The Annual Property Owners meeting is on May 10 at 7:45 a.m. at the Los Angeles Athletic Club.

Spillane suggested that Stettinski look at [www.everytrail.com](http://www.everytrail.com).

The New York Times previously covered Downtown Los Angeles in their "36 Hours" section, but our PR firm contacted them to see if they would cover it again, since so much has changed in Downtown.

## **ECONOMIC DEVELOPMENT**

Bastian reported:

Over the next three weeks, teams will be intercepting Downtown residents and workers on the streets with collateral and asking them to take respond to the demographic study. In addition to the intercept teams, postcards will be distributed to hotels to give to their guests upon checkout, asking people to go to the website and take the survey. The DCBID will also ask its constituents to consider emailing the link to the survey to each of their tenants to have them send to their employees. AEG will send the link to all people who visit Staples Center and L.A. Live. Additional outreach will be done to Music Center patrons and Downtown residents, as well as during Art Walk. The Demographic Survey is the best marketing tool for Downtown.

Weiss reported:

7<sup>th</sup> Street retail recruitment is ongoing, and includes outreach to retail in other communities such as Los Feliz, Echo Park, Hancock Park, Beverly Hills, Santa Monica, Manhattan Beach, Hermosa Beach, Calabasas, Westlake Village, Pasadena, etc. The focus is on follow-up to prospective retailers of hard and soft goods, and independent and regional retailers. The goal is to spur infill of retail between the many restaurants now in Downtown. For example, Kids Line, one of the largest designers/manufacturers of cribs and other furniture for children, recently moved to Downtown.

## **FINANCE**

Faulk reported:

At this time, there are no financial statements to vote on. The Finance Committee will meet within the next couple of weeks to approve financial statements for a vote by the Board at the next meeting.

## **OLD BUSINESS**

Schatz asked about the recent increase in transients in the area. Nakano confirmed that the increase is because of a higher availability of cold weather programs for the homeless.

**NEW BUSINESS**

No new business was brought up.

**ADJOURNMENT**

The meeting was adjourned at 8:59 a.m. for an Executive Session of the Board.